

Background Information

A. Introduction (What is DAWN?)

DAWN (Disability Advocates: Wisconsin Network) is a statewide grassroots cross disability advocacy network of people who want to work for change in the legislation, programs and systems affecting people with disabilities. DAWN is sponsored by the Wisconsin Council on Developmental Disabilities and is part of the Council's five-year State Plan on Developmental Disabilities. DAWN includes training and support for grassroots projects, a web site (www.dawninfo.org) and an email advocacy action network.

The goal of DAWN is to have 5,000 people with disabilities, family members, providers, advocates and others interested in disability issues become organized into an effective, powerful, statewide, cross-disability, grassroots network focused on local, county and state legislative issues.

B. Givens (Rules that must be followed by the Council and its vendors)

DAWN grants must have an outcome. This means that instead of granting money to do something (such as a training) or to produce something (such as a booklet), we are asking that something will *change* because of the project. The project's activity is not as important as what changes because of the project. DAWN does not *give* money, it *invests* money and expects a return on its investment.

With outcome based proposals, you are assuring there will be results; that something will change because of your project. This framework should help your project be as successful as possible. It will help you focus on what you want to achieve. You are not tied to a specific set of plans, but you need to have a goal of what it is you want to achieve. You can change your plans *so long as you keep working towards your goal*.

Additional Givens for all proposals:

1. The Council is funded with federal funds; therefore, all projects must be in compliance with the ADA and other federal laws.
2. DAWN funding is limited. The available money will go further if applicants request funding only for direct expenses (copying, mailing, etc.). DAWN funding cannot be used for capital purchases (equipment over \$500) or agency overhead (rent, utilities, administrative salaries or benefits).
3. DAWN grantees must comply with state regulations, and therefore cannot discriminate against participants on the basis of race, gender, age, sexual orientation or other protected category.
4. The Council invests in results. All grantees must provide a final report on the outcomes and impact of their project.

C. Outcomes and Performance Targets (What will change?)

Outcomes are the goals that you set for your project. Again, we want to see results from your project. Having a training is fine but we want to know what will happen because of the training. In thinking about outcomes the following questions should be asked and considered:

- What will change for people with disabilities because of this project? (define the outcome)
- How will we know the changes have happened? (define the project indicators)
- What are the target numbers, the target dates and who is responsible for the plan? (set the parameters)
- What intermediate goals will be achieved? (this includes training events that will be held and publications that may be written)
- What are the expenses for the project? Are the costs reasonable? Are there other sources of funding or in-kind contributions? (develop a budget)
- How will the project be evaluated? (show the effect after the project is completed)

D. Target Areas (What kind of grassroots projects will DAWN fund?)

The following areas are projects that DAWN would like to see worked on during the next grassroots grants cycle:

1. Increase the number of individuals with disabilities, their families and advocates that are registered to vote AND vote.
2. Increase the number of individuals who receive disability position information from candidates for elective office and/or assist the candidate to develop their disability position.
3. Organize a group of disability advocates to volunteer to work on a candidate's campaign.
4. Increase the number of people with disabilities and their families who take a leadership role in organizing their peers to work on local state and county issues.
5. Increase the number of people with disabilities and their family members who effectively tell their own stories and receive coverage on their stories in the media.
6. Increase the number of people with disabilities and their family members who become advocacy leaders and are trained to train others on advocacy organizing and leadership development.
7. Increase the number of local trainings on legislative advocacy and the legislative process.

E. Writing the grant proposal

When writing the grant proposal, each target area addressed should have specific measurable outcomes and have specific indicators on how these outcomes will be

measured. The outcomes should also be within a timeframe. When thinking about your grant proposal the following questions should be answered.

Part A: Your proposal

- What will change for people with disabilities?
- How will you do it?
- How will you know when you have reached your goal? (Be specific)
- How much time do you need to reach your goal?
- What are your target numbers?
- How will your activities continue when the grant is ended?
- How will you connect with and inform the People Can't Wait organization in your county?

Part B: Information about your ability to do the grant

- Do you have an agency, organization or group that can help you meet your goals?
- What is your plan for reaching other disability advocates?
- Describe disability advocacy that you have done in the past, including any experience in advocacy organizing.
- Have you received any training in advocacy? If so what was the training?
- Are there special things that you would like us to know about you?
- Anything else you want to tell us?

Part C: Budget

- How much money are you asking for?
- List your budget expenses?